

**CITY OF WEST ALLIS
CELEBRATIONS COMMITTEEMEETING
October 8, 2015**

MINUTES

Members Present: Alderperson Reinke, Kathleen Dagenhardt, Dianne Eineichner, Mark Ellington, Mary Cay Freiberg, Rebecca Grill, Pat Hladilek, Randy Kassa, Jerry Kucharski, Tim Meyer, Brenda Schmid, Shelly Strasser

Members Excused: John Maydak, Jim Mejchar, Gina Rafenstein

Also Present: Jeanette Wardinski, City Administrative Office

Convened 4:00 p.m. – Chair Reinke called meeting to order

1. August 6, 2015 meeting minutes – motion to approve by Mr. Ellington, seconded by Ms. Hladilek and unanimously approved.

2. Budget/NNO – Concern expressed again about being \$1,000 over budget for 2015 Indep. Day celebration, specifically cost of prizes for Post Parade event. Ms. Strasser explained they recycle prizes over the years, and because their supply was running low, they had to buy more prizes. Whatever prizes are left over after Post Parade are given to WAPD Community Services Bureau for NNO. Tickets sold at the Post Parade cover the costs of food, materials, etc. No money comes back to us from the NNO ticket sales. After discussion, it was decided that the Community Services Bureau will be advised to supply their own prizes for NNO. The Committee also discussed putting together a budget for all Independence Day Celebration activities, including bands, post parade (food, prizes, etc.). We get a report now on what expenses are for all the activities, but it was felt that we need to actually establish the funding level for each portion of the celebration. Ald. Reinke also suggested other cost saving measures like reduce amount of ice cream given out, reducing amount or number of gift cards.

3. Christmas Veteran's Project – The Committee agreed with continuing this project. It has been advertised in the City Newsletter. Discussion about coordinating gift ideas with the VA (Pat volunteered to handle) and concerns about the cost and amount of gifts requested/purchased for the vets. Suggestions include asking Sara at the VA to provide guidance to the vets when asking for gift ideas and to explain that they can give more than one idea but they will only get one gift. The Committee will use its judgment when we get the VA list on what to put on the stars. The Committee will review the VA list at its November 12 meeting so stars can be on the tree for the display starting on November 18.

Ald. Reinke presented a fundraising idea for Homeless Vets in conjunction with COTA activities. When she was traveling in Vietnam, she saw a luminary event which she thought could be incorporated into COTA or the tree lighting at City Hall. The luminaries can be displayed around the courtyard and money is raised by purchasing the item and writing a personal message on the bag, which would be lit with battery-powered candles. Concerns expressed about luminaries all around the courtyard when so many people are milling about. It was suggested that a display stand be used instead and strategically placed in the courtyard. After further discussion, the Committee expressed its interest in this idea but to pursue it for 2016 as time is getting short to organize for this year.

BID Director Dianne Eineichner then asked the Committee if it would be interested in sponsoring Santa's Café for COTA for December 5 this year. The COTA Committee will undertake this if Celebrations Committee is not interested. The use of the newly-opened art gallery was discussed, and it was mentioned that Santa's Café could be in half of the space and school children artwork would be

displayed in the other half. The Committee expressed its interest in doing Santa's Café this year, and planned to view the gallery at the conclusion of the meeting.

4. 2016 July 4 Theme – Ald. Reinke asked Committee to come with ideas for the November meeting so a decision can be made. Ms. Strasser again reminded the Committee that when the parade falls on the weekend, a 10:00 am start time is scheduled. The Committee concurred, and further discussion occurred about Greenfield Ave. closure. Ms. Grill will check with the Engineering Dept. on the necessary permit, etc. with DOT.

5. Ald. Reinke said the next Celebrations Committee meeting would be on November 12 not November 5. She asked everyone to mark their calendars accordingly.

Meeting adjourned at 4:50 pm.